

USPTO

5/18/2010 2:46:39 PM PAGE 4/006 Fax Server

TO:MATTHEW A. POWELSON COM. NY:19 UPPER RAGSDALE DRIVE, SUITE 200

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.105/14/2010
900162237

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Monster Cable Products, Inc.		05/13/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	2220 Colorado Avenue		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: Delaware		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77875757	STUDIO	
CORRESPONDENCE DATA			
Fax Number:	(831)649-8835		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	831-649-8800		
Email:	uspto@lgpatlaw.com		
Correspondent Name:	Matthew A. Powelson		
Address Line 1:	19 Upper Ragsdale Drive, Suite 200		
Address Line 2:	P.O. Box 3140		
Address Line 4:	Monterey, CALIFORNIA 93942		
ATTORNEY DOCKET NUMBER:	LGT2034 (535-0502)		
NAME OF SUBMITTER:	Matthew A. Powelson		
Signature:	/Matthew A. Powelson/		
Date:	05/14/2010		

OP \$40.00 77875757

USPTO

5/18/2010 2:46:38 PM PAGE 3/000 FAX DELIVER

TO:MATTHEW A. POWELSON COMPANY:19 UPPER RAGSDALE DRIVE, SUITE 200

Total Attachments: 1

source=Studio Assignment#page1.tif

USPTO

5/18/2010 2:46:39 PM PAGE 6/006 Fax Server

TO:MATTHEW A. POWELSON COMPANY:19 UPPER RAGSDALE DRIVE, SUITE 200

ASSIGNMENT

Whereas, Monster Cable Products, Inc., a California corporation, with offices at 455 Valley Drive, Brisbane, California 94005, U.S.A. ("Assignor"), has adopted, used, and is using the trademark "STUDIO" (Serial No. 77/875,757) which is pending in the United States Patent and Trademark Office; and

Whereas, Beats Electronics, LLC ("Assignee"), of 2220 Colorado Avenue, Santa Monica, California 90404, U.S.A., is desirous of acquiring said trademark, together with the associated goodwill, and said application for registration therefor.


Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to said trademark, together with the associated goodwill and said application for registration.

Monster Cable Products, Inc.

Dated:

5/13/10

By:



David Tognotti

VP of Operations and General Counsel